(a) whether it is a fact that in order to provide health and facility in rural regions. Government have prepared publicity material for its proclaimed Rural Health Mission; and

(b) if so, the details of publicity material prepared for each medium and expenditure incurred on publicity thereon?

THE MINISTER OF HEALTH AND FAMILY WELFARE (DR. ANBUMANI RAMADOSS): (a) Yes, Sir. Government has prepared and Advocacy Strategy under National Rural Health Mission to facilitate awareness, dissemination of information regarding availability of and access to quality health care by the poor, women and children in rural areas. The core objective of the strategy is to encourage health seeking behaviour that are doable in the context in which people lie and are also amenable to change.

' (b) The communication strategy has focused on sustaining the Behaviour Change through multi media tools. Multi media campaigns were outlined on key issues such as Routine Immunization and Pulse Polio, Breast feeding, Instutional delivery and Maternal Care with focus on Janani Suraksha Yojana, Save the Girl Child, PNDT-related issues. Community Insurance initiatives, integrating RCH with HIV/AIDS. Adolscent Health, Iodized Salt, Integrated IEC management through Radio, Television and Print media. The expenditure details are given in Statement.

Statement

Details of publicity material and expenditure on publicity

(Rs. in crore)

Media	Expenditure	
	2006-07	2007-08
Audio spots on All India Radio	26.00	22.42
Video spots on Doordarshan	40.00	45.46
Publicity through DAVP, Private satellite channels/ Private FM channels & PNDT	53.00	39.85
Print Media	9.00	1.99
Grant-in-aid to States for General/Innovative IEC Activities	10.40	2.57
Miscellaneous (Family Welfare Pavilion etc.)	1.00	129
TOTAL:	139.40	113.58

Unbearable health expenditure

2048. SHRI MAHENDRA MOHAN: Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

(a) whether Government is aware of study of WHO which found 16 per cent of households

pushed below the poverty line by heavy medical expenditure, some 12 per cent had to sell their assets to meet health expenses and over 43 per cent had to resort to loans for the same reasons;

(b) if so, what Government has done to improve healthcare system in rural and semi-urban areas;

(c) whether Government will bring all the low income group people under social security net and ensure proper treatment at the recognized and other hospitals; and

(d) whether Government has done its own survey to find out as how many people do not have access to medical facilities?

THE MINISTER OF HEALTH AND FAMILY WELFARE (DR. ANBUMANI RAMADOSS): (a) Yes, Sir..

(b) to (d) The Government has launched National Rural Health Mission (NRHM) to improve health care system in rural and semi urban areas. NRHM is the main vehicle for enhancing allocation for health sector from the present 0.9% of GDP to 2% to 3% of GDP. NRHM is being operationalised throughout the country, with special focus on 18 States which includes 8 Empowered Action Group States (Bihar, Jharkhand, Madhya Pradesh, Chhattisgarh, Uttar Pradesh, Uttarakhand, Orissa and Rajasthan), 8 NE States, Himachal Pradesh and Jammu and Kashmir.

The main aim of NRHM is to provide accessible, affordable, accountable, effective and reliable primary health care facilities, especially, to the poor and vulnerable sections of the population.

To reduce the Out of Pocket Expenditure on health by rural poor, NRHM envisages Social security nets in the form of need based, community oriented flexible insurance schemes. The States have been given the flexibility to design appropriate schemes to ensure proper treatment of patients.

As part of NRHM, detailed house hold surveys have been undertaken which have been collated into integrated District Health Action Plans which identify the gaps in the availability of health services in the Public Sector.

Discarded drugs in market

2049. SHRIMATI BRINDA KARAT:
SHRI JAI PARKASH AGGARWAL:

Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

(a) whether it is a fact that drugs that have been globally discarded are available in Indian markets;

(b) if so, brand names of drugs those are globally discarded; and

(c) the action being taken by Government against the pharmaceutical companies and marketing those drugs in the country?

THE MINISTER OF HEALTH AND FAMILY WELFARE (DR. ANBUMANI RAMADOSS): (a) No. Sir. There is no such term called "globally discarded drugs." The